

REMARKS

1. Introduction

In the final Office Action mailed June 23, 2010, the Examiner rejected claims 9, 11-15, 17-26, 28-32, and 34-42 under 35 U.S.C. § 103(a) as being allegedly unpatentable over Acres, U.S. Patent No. 6,712,697 (“Acres”), in view of what the Examiner characterized as Applicant’s admitted prior art (“AAPA”), in view of Brosnan et al., U.S. Patent No. 7,063,617 (“Brosnan”), and further in view of Muskin, U.S. Patent No. 7,341,518 (“Muskin”).

The Examiner rejected claims 26 and 50 under 35 U.S.C. § 101 as being allegedly directed to non-statutory subject matter.

The Examiner rejected claims 9 and 26 under 35 U.S.C. § 112, ¶ 1, as allegedly failing to comply with the written description requirement.

The Examiner allowed claims 45-49. The Examiner also indicated that claims 50-54 would be allowable if claim 50 were amended to overcome the rejection under 35 U.S.C. § 101.

In response, Applicant has canceled claims 9, 11-15, 17-26, 28-32, and 34-42, thereby leaving claims 45-54 still pending. Applicant has also amended claim 50.

For the reasons set forth below, Applicant requests reconsideration and allowance of the application, as amended herein.

2. Interview Summary

Applicant thanks the Examiner for the telephonic interview conducted on July 22, 2010. The participants in the interview were Examiner Masud Ahmed and Applicant’s representative, Richard A. Machonkin. During the interview, claim 50 was discussed with respect to the

Examiner's rejection under 35 U.S.C. § 101. The Examiner agreed that the amendment to claim 50 that is set forth herein would overcome the § 101 rejection.

3. **Allowable Claims**

Applicant submits that the Examiner's rejections of independent claims 9 and 26, and the claims depending therefrom, are moot as Applicant has canceled those claims without prejudice.

The claims currently pending are claims 45-49, which the Examiner has allowed, and claims 50-54, which the Examiner indicated would be allowable if claim 50 were amended to overcome the Examiner's rejection under 35 U.S.C. § 101. Applicant has now amended claim 50 to recite that the steps of the method are implemented using a "server computer." The Examiner has agreed that this amendment to claim 50 overcomes the § 101 rejection. Accordingly, Applicant submits that all pending claims (i.e., claims 45-54) are allowable.

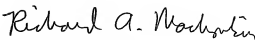
4. **Conclusion**

Applicant submits that the present application is in condition for allowance, and notice to that effect is hereby requested. Should the Examiner feel that further dialog would advance the subject application to issuance, the Examiner is invited to telephone the undersigned at any time at (312) 913-0001.

Respectfully submitted,

Dated: July 28, 2010

By:


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